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TECHNICAL REPORT
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**USAF FOOD HABITS STUDY:
PART II, FOOD PREFERENCES OF WHITES
AND BLACKS AND MALES AND FEMALES**

by

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DRDNA-YBH

OCTOBER 1979

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**UNITED STATES ARMY
NATICK RESEARCH and DEVELOPMENT COMMAND
NATICK, MASSACHUSETTS 01760**



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20. ABSTRACT (Continue on reverse side if necessary and identify by block number) A study at Travis AFB was undertaken to provide Air Force food service personnel with minority food preferences and weight gain information. White males, white females, black males, and black females were administered a new Food Preference Survey as well as other materials. All demographic groups ranked several common foods among the 10 most preferred, as, for example, orange juice and tossed green salad. Females ranked tossed green salad as the most preferred food while white males ranked grilled steak as the most preferred food and black males, orange juice as the most preferred food. Blacks in general expressed a greater		

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20. Abstract (cont'd)

preference for more foods than did whites and more preference differences were attributable to race-ethnic background than to sex group membership. White respondents tended to prefer soups, stews, and puddings more than did blacks, and blacks preferred fruit drinks and juices, meats, cereals, green vegetables, and fresh and canned fruits more than did whites. Males preferred beer, eggs, meats, short order, and pies more than did females, and females preferred appetizers potatoes, vegetables, salads, and fruits more than did males. White respondents indicated a greater preference for American, Italian, and Mexican foods while black respondents indicated a greater preference for soul and southern foods. But while blacks in general indicated much greater preferences for soul and southern foods, only 5 of these foods were high preference foods, such as barbecued spareribs. Seafood was a high preference food for all groups. Black females indicated a greater preference for foods having high fat content than did white females. The current AF menu was never regarded by the majority of respondents as "OK as is." Current results tended to replicate previous findings.

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THE USAF FOOD HABITS STUDY: Part II, Food Preferences of White and Blacks and Males and Females

Introduction

The present report is the second in a series of three on selected food habits of United States Air Force personnel. The report focuses on the food preferences of the four major subpopulations — white males (WM), white females (WF), black males (BM), and black females (BF) — for 193 food items. Preferences were assessed using a 9-point hedonic scale that allows the respondent to indicate how much he likes a food.^{1,2} The first report is focused on method and an overview of the study; a third report is concerned with body weight gain and the food preferences of the overweight.^{3,4} A fourth report focusing on food selection and portion size is anticipated.

The primary justification for the study of food preferences is menu planning. Knowledge of preferences for specific food items assists food service personnel in the construction of menus. But there was also interest in establishing preference differences for foods containing high amounts of fat, preference differences for food categories, and for styles of cooking. Thirty-one food categories, as, for example, breakfast meats and vegetable salads, and 8 styles of cooking, such as Italian and soul, were used. Finally, the data was analyzed to determine the number of preference differences due to race-ethnic background and to sex group membership, and to establish whether a greater number of foods were preferred more by one group than by another. Thus we were interested in answering questions like "Can a greater number of preference differences be attributed to race than sex?" and "Do females avow a greater preference for more foods than males?"

¹D. R. Peryam, B. W. Kamin, J. M. Kamin, J. Eindhoven, and F. J. Pilgrim. Food preferences of men in the Armed Forces. Quartermaster Food and Container Institute for the Armed Forces, Chicago, Illinois, 1960.

²H. R. Moskowitz, T. L. Nichols, H. L. Meiselman, and J. L. Sidel. Food preferences of military men, 1967. US Army Natick Laboratories Technical Report, 72-70-PR, May 1972.

³K. W. Wyant, H. L. Meiselman, and D. Waterman. The USAF food habits study: Part I, method and overview. US Army Natick Research and Development Command Technical Report, NATICK/TR-79/041, 1979.

⁴K. W. Wyant and H. L. Meiselman. The USAF food habits study: Part III, weight gain and food preferences of the overweight. US Army Natick Research and Development Command Technical Report, NATICK/TR-79/042, 1979.

The preferences of blacks and whites were also surveyed in an earlier study by Meiselman (1977).⁵ The survey used in the present study was a shortened version of the one used in the Meiselman study and therefore contains a number of the same foods. In the Meiselman study, black preferences were differentiated from the food preferences of southerners, both black and white so that preferences unique to minority groups could be identified. A southerner was defined as a person who was raised in one of 11 southern states, and four groups were formed — black southerners, black northerners, white northerners, and white southerners. The criteria for a black food preference were threefold. The hedonic and frequency ratings of black southerners had to be significantly different from those of white southerners; the ratings of northern blacks had to be different from those of northern whites; and the ratings of blacks overall had to be different from the overall white rating. The analysis enabled a conservative listing of preferences that excluded those black food preferences which were limited to either the north or south or which were marginal and failed to reach statistical significance three times. Results indicated, for example, that blacks preferred a number of fruit drinks and juices more than did whites. The hedonic ratings of 33 food classes were also analyzed in the study. Italian and Mexican foods, for example, were preferred more by the white respondents than by the black respondents.

Finally, a number of studies reported finding male-female preference differences.^{6,7,8} These studies, while not always reporting statistical significance and while sometimes failing to find differences, tend to indicate consistent preference differences. Thus, for example, women frequently report a greater preference than do men for vegetables and fruit.

⁵H. L. Meiselman. The role of sweetness in the food preferences of young adults. In James M. Weiffenbach (Ed.), National Institute of Dental Research, DHEW Publication No. (NIH) 77-1068, U.S. Department of Health, Education, and Welfare, National Institutes of Health, Maryland, 1977.

⁶E. S. Eppright. Food habits and preferences: A study of Iowa people of two age groups. Iowa Agricultural Experimental Station, Iowa State College, Bulletin No. 376, December 1950.

⁷B. M. Kennedy. Food preferences of college women. *Journal of the American Dietetic Association*, 1958, 34, 501-506.

⁸M. A. Einstein and I. Hornstein. Food preferences of college students and nutritional implications. *Journal of Food Science*, 1970, 35, 429-436.

Method

The method is explained in detail in an earlier report (Wyant, et al., 1979).⁹ Of a total sample of 710 respondents, 653 reported their race-ethnic background as being either Caucasian-White or Negro-Black, and of these 35.2% were WM, 32.3% WF, 20.7% BM, and 11.8% BF. A new form of the Food Preference Survey which contains 21 demographic questions and lists 193 different foods was used. Demographic questions that were relevant to the present report were about race, sex, preferred specialty foods, and desired menu changes. Preferences for the 193 food items were indicated on a 9-point scale ranging from like extremely to dislike extremely. Respondent were administered the survey in groups of about 80.

The analysis was performed in 5 steps. First, preference ratings were ranked ordered by decreasing hedonic mean per WM, WF, BM, BF, and all respondents. The sample consisted of all respondents who participated in the study. Second, preference ratings for each item were subjected to a 2 (either white or black) by 2 (either male or female) analysis of variance, and Tukey's test was performed and eta values were found whenever appropriate. Eta indexes the strength of association between preference ratings and a factor; the larger the eta value, the stronger the relationship. The analyses of variance were based upon samples of approximately equal size and therefore were not based upon all respondents who participated in the study. A second set of analyses was based upon groups consisting of all eligible respondents. Third, foods were grouped into 31 menu categories, and an average score for each category was found for each respondent. This data was also subjected to 2 by 2 analyses of variance. A number of foods which had not been tried by very many of the respondents were omitted from the analyses. An average score was also found for 36 foods each containing high amounts of fat, and the analysis of variance test was performed. Fourth, scores for the 31 food categories were entered into several discriminant analyses. Categories were used first, to discriminate among WM, WF, BM, and BF, second, to discriminate between white and black respondents, and third, to discriminate between males and females. Fifth, a number of chi square tests were used to establish preferences for types of cooking and desired menu changes.

Results

Ten Most Preferred Foods

Presented in Table 1 are the mean preference ratings of the ten most preferred foods, as measured by the FPS, for each of the subpopulations. Of these foods, only two, orange juice and milk, were ranked among the ten most preferred foods by all four groups. Four of the 193 foods, however, were high preference foods of at least three groups.

⁹See footnote 1.

Table 1

Rank Order by Decreasing Mean Preference Rating and Mean Preference Rating of Each of the Ten Most Preferred Foods for All Respondents, WM, WF, BM, and BF.

All Respondents			
ID	Food Name	Rank	Mean Preference Rating
182	Grilled Steak	1	7.94
198	Orange Juice	2	7.88
126	Milk	3	7.86
39	Tossed Green Salad	4	7.67
52	Peaches (Fresh)	5	7.55
23	Ice Cream	6	7.54
115	Oranges	7	7.53
161	Buttered Whole Kernel Corn	8	7.52
181	Watermelon	9	7.49
84	Fried Shrimp	10.5	7.44
45	Fried Chicken	10.5	7.44

Table 1 (continued)

White Males

ID	Food Name	Rank	Mean Preference Rating
182	Grilled Steak	1	8.32
126	Milk	2	8.19
198	Orange Juice	3	7.83
105	Roast Beef	4	7.57
39	Tossed Green Salad	5	7.46
84	Fried Shrimp	6.5	7.45
161	Buttered Whole Kernel Corn	6.5	7.45
110	Milk Shake	8	7.44
143	French Fried Potatoes	9	7.43
68	Ham	10	7.41

White Females

ID	Food Name	Rank	Mean Preference Rating
39	Tossed Green Salad	1	8.13
182	Grilled Steak	2	7.77
198	Orange Juice	3	7.71
126	Milk	4	7.67
161	Buttered Whole Kernel Corn	5	7.64
105	Roast Beef	6	7.54
52	Peaches (Fresh)	7	7.53
133	Spaghetti with Meatballs	8	7.51
115	Oranges	9.5	7.48
181	Watermelon	9.5	7.48

Table 1 (continued)

Black Males			
ID	Food Name	Rank	Mean Preference Rating
198	Orange Juice	1	8.10
61	Sweet Potato Pie	2	8.03
182	Grilled Steak	3	7.97
45	Fried Chicken	4	7.95
137	Barbecued Spareribs	5	7.86
23	Ice Cream	6	7.75
84	Fried Shrimp	7	7.70
96	Lemonade	8	7.63
126	Milk	9	7.58
52	Peaches (Fresh)	10	7.55

Black Females			
ID	Food Name	Rank	Mean Preference Rating
39	Tossed Green Salad	1	8.11
52	Peaches (Fresh)	2	8.06
115	Oranges	3	8.05
198	Orange Juice	4	7.96
126	Milk	5	7.91
96	Lemonade	6.5	7.89
137	Barbecued Spareribs	6.5	7.89
161	Buttered Whole Kernel Corn	8	7.85
183	Baked Macaroni and Cheese	9	7.82
23	Ice Cream	10	7.79

Tossed green salad and buttered whole kernel corn were highly preferred by all groups except BM. Tossed green salad was ranked number one by both WF and BF. Grilled steak was ranked among the ten most preferred by all groups except BF, and received the highest mean rating over all respondents. Finally, fresh peaches were ranked among the ten most preferred foods by all groups except WM. Some foods were preferred by only a single group, as, for example, milk shakes, french fried potatoes, and ham were highly preferred by WM only, and sweet potato pie and fried chicken were highly preferred by BM only.

Preference Differences for Individual Food Items

The results of the analyses of variance for the 86 food items for which we obtained significant differences are presented in Table 2. Differences associated with either race or sex are indicated by eta values given in the columns headed with MAIN EFFECTS. Eta squared is a measure of the strength of association and is interpreted as the proportion of variance, or the amount of difference, in the preference ratings that can be attributed to the factor, either race or sex, in question. Larger numbers indicate stronger relationships. Given in the columns WM, WF, BM, and BF are mean preference ratings for those groups, respectively. By examining the differences among groups, the group that preferred a food most can be determined. Statistically significant preference differences between any two groups of the six possible two-group pairs are indicated by asterisks in the last six columns.

Table 3 provides the 35 food items for which the strengths of association were 0.20 or greater and indicates the racial or sex group that tended to prefer the food the most. It therefore provides a closer look at some of the more noteworthy results. Notice that many of the foods that strongly differentiate between the races may be regarded as either soul or southern foods but only 5 of the foods — barbecued spareribs, fried chicken, cornbread, sweet potato pie, and collard greens — ranked among the 20 foods most preferred by blacks.

Foods Containing Fat

Results of the analyses of variance for food items judged to contain high amounts of fat, primarily animal fat, are presented in Table 4. Note that the values given in the two columns headed by Main Effects are eta values and indicate a significant effect for the factor in question; letters in these columns indicate which group, either White (W) or Black (B), or either Male (M) or Female (F), preferred the food the most. Values in the column headed by Interaction are levels of significance, and letters indicate by which group, either WM, WF, BM, or BF, the food was preferred the most. The preference ratings for these 36 foods were also averaged for each respondent. Means and standard deviations are given in Table 5. An analysis of variance performed on this data revealed a significant interaction ($F(1,276) = 5.02, p = .023$). Tukey's test performed on the means indicated that, in general, fatty foods were preferred more by BF than WF. White males and BM did not differ significantly from either WF or BF, but WM indicated a

Table 2
Analysis of Variance for Each of 86 Foods

Given in Table 2 first by race and then by sex are the results of the analyses of variance for the 86 food items for which significant differences were found. Food items are ranked by overall decreasing hedonic mean. Given for each food item, in the eight columns following the food name and identification number, is the mean preference rating and the rank of the mean rating for each subpopulation. Preference differences are indicated in the following two columns by eta, a measure of the strength of association between a factor, either race-ethnic background or sex group membership, and the preference ratings. Larger values of eta indicate stronger relationships. An asterisk in the column headed IN indicates an interaction was obtained between race-ethnic background and sex group membership. An asterisk in one of the last six columns indicates a significant preference difference was obtained between the two groups indicated by the heading of the column in which the asterisk is found. All indicated differences were significant at or below the .05 level. All values are based upon the responses of subjects that were drawn from the four subgroups in order to create approximately equal group sizes. As a consequence tabled values will not correspond exactly to values based upon all respondents.

Table 2 Analysis of Variance
for Each of 86 Foods

RANK	FOOD NAME	ID	MEAN HEDONICS AND RANKS				MAIN EFFECTS IN				TUKEY'S TEST			
			WM	RANK	WF	RANK	BM	RANK	BF	RANK	RACE	SEX	WMNF	WMBM
ENTREE PREFERENCES														
14.5	ROAST BEEF	105	7.83	3.0	7.70	6.0	7.12	34.0	7.09	55.0	.19	---	---	---
54.0	ROAST TURKEY	2	7.34	30.5	7.28	21.0	6.42	96.5	6.64	86.0	.21	---	---	---
71.5	HOT TURKEY SANDWICH WITH GRAVY	6	7.13	50.0	6.93	50.5	6.48	87.5	6.57	92.5	.13	---	---	---
101.0	ROAST PORK	80	6.71	81.0	6.71	67.0	6.14	112.0	6.08	125.0	.13	---	---	---
108.5	VEAL PARMESAN	43	6.85	71.5	6.48	94.0	5.86	134.0	5.75	140.0	.19	---	---	---
53.0	LASAGNA	32	7.12	53.0	7.38	16.5	6.64	72.0	6.61	89.0	.15	---	---	---
16.0	PIZZA	21	7.67	8.5	7.80	3.0	6.93	49.5	7.26	37.0	.18	---	---	---
58.5	TACOS	87	7.22	42.5	7.06	39.0	6.63	73.0	6.48	98.0	.14	---	---	---
101.0	BURRITOS	75	6.82	75.0	6.66	74.0	6.39	99.5	5.70	144.5	.15	---	---	---
135.5	PEANUT BUTTER & JELLY SANDWICH	173	6.42	100.5	6.03	124.5	5.44	150.0	5.57	150.0	.14	---	---	---

RANK	FOOD NAME	ID	MEAN HEDONICS AND RANKS				MAIN EFFECTS IN				TUKEY'S TEST			
			WM	RANK	WF	RANK	BM	RANK	BF	RANK	RACE	SEX	WMNF	WMBM
STARCH AND VEGETABLE PREFERENCES														
47.0	MASHED POTATOES	174	7.33	32.0	7.25	23.0	6.66	70.0	6.91	61.5	.14	---	---	---
164.5	LENTILS	47	5.29	151.0	6.31	92.5	4.30	193.0	4.18	186.0	.31	---	---	---
179.0	BAKED YELLOW SQUASH	41	4.81	170.0	5.92	120.0	4.43	189.5	3.92	192.0	.21	---	---	---
151.0	MUSHROOMS	49	5.75	126.0	6.37	86.0	4.70	182.5	4.21	184.0	.27	---	---	---

PREFERENCES OF WHITES Table 2 (Continued)

RANK	FOOD NAME	ID	MEAN HEDONICS AND RANKS				MAIN EFFECTS IN				TUKEY'S TEST					
			WM	RANK	WF	RANK	BM	RANK	BF	RANK	RACE	SEX	WMMWF	WMBM	WFBM	WMBF
DESSERT PREFERENCES																
56.0	BROWNIES	194	7.27	34.0	7.44	15.0	6.42	96.5	6.46	101.5	.22	---	---	---	---	---
18.0	APPLE PIE	195	7.70	6.5	7.55	12.0	7.29	17.0	6.89	64.5	.15	---	---	---	---	---
85.5	CHERRY PIE	150	7.24	39.0	6.51	89.0	6.38	102.0	6.19	116.0	.13	---	---	---	---	---
55.0	HOT FUDGE SUNDAE	28	7.43	22.5	7.09	38.0	6.44	93.5	6.62	87.5	.16	---	---	---	---	---
115.0	CHOCOLATE PUDDING	122	6.87	69.0	6.30	104.5	5.49	148.0	5.69	146.0	.20	---	---	---	---	---
152.0	RICE PUDDING	37	5.60	148.5	6.05	122.0	5.42	153.0	4.83	174.0	.13	---	---	---	---	---

PREFERENCES OF WHITES

RANK	FOOD NAME	ID	MEAN HEDONICS AND RANKS				MAIN EFFECTS IN				TUKEY'S TEST					
			WM	RANK	WF	RANK	BM	RANK	BF	RANK	RACE	SEX	WMMWF	WMBM	WFBM	WMBF
OTHER PREFERENCES																
44.0	DOUGHNUTS	193	7.24	39.0	7.36	18.0	6.75	63.0	6.91	61.5	.13	---	---	---	---	---
134.0	TOMATO SOUP	140	6.22	107.0	6.12	118.0	5.38	156.5	5.75	140.0	.13	---	---	---	---	---
157.5	TOMATO JUICE	178	5.97	125.5	5.57	143.0	5.00	167.0	4.85	173.0	.15	---	---	---	---	---

PREFERENCES OF BLACKS

Table 2 (Continued)

RANK	FOOD NAME	ID	MEAN HEDONICS AND RANKS						MAIN EFFECTS IN						TUKEY'S TEST			
			WM	RANK	WF	RANK	BM	RANK	BF	RANK	RACE	SEX	WMMWF	WMBM	WMBF	WFBM	BMBF	
BEVERAGE PREFERENCES																		
3.0	ORANGE JUICE	198	7.67	8.5	7.56	10.5	8.06	1.0	7.97	8.5	.12	---	---	---	---	---	---	---
105.0	PINEAPPLE JUICE	164	5.62	146.0	6.08	119.0	6.94	46.5	6.70	79.0	.22	---	---	-*-	-*-	-*-	-*-	---
174.0	CRANBERRY JUICE	168	4.50	179.0	4.32	183.5	5.73	146.0	5.28	152.5	.20	---	---	-*-	-*-	-*-	-*-	---
196.0	PRUNE JUICE	192	3.27	196.0	2.80	197.0	3.97	196.0	5.21	157.0	.29	---	---	-*-	-*-	-*-	-*-	---
11.0	LEMONADE	95	7.26	35.5	7.23	26.5	7.51	11.0	8.00	5.0	.16	---	---	-*-	-*-	-*-	-*-	---
190.0	INSTANT COFFEE	200	4.57	181.5	3.50	193.0	4.57	180.5	4.92	171.0	.12	---	---	-*-	-*-	-*-	-*-	---
199.0	BUTTERMILK	64	3.13	198.0	2.22	200.0	3.71	196.0	3.57	198.0	.19	---	---	-*-	-*-	-*-	-*-	---

RANK	FOOD NAME	ID	MEAN HEDONICS AND RANKS						MAIN EFFECTS IN						TUKEY'S TEST			
			WM	RANK	WF	RANK	BM	RANK	BF	RANK	RACE	SEX	WMMWF	WMBM	WMBF	WFBM	BMBF	
BREAD AND CEREAL PREFERENCES																		
37.0	CORNBREAD	154	6.54	96.0	6.49	92.5	7.74	6.0	7.73	14.0	.30	---	---	-*-	-*-	-*-	-*-	---
50.0	SWEET ROLLS	56	7.01	57.0	6.52	87.5	7.21	28.5	7.20	47.5	.12	---	---	-*-	-*-	-*-	-*-	---
96.0	COLD CEREAL	166	6.16	112.5	6.24	109.5	6.61	76.0	6.84	74.5	.12	---	---	---	---	---	---	---
117.5	GRITS	196	5.21	161.0	4.96	166.5	6.85	55.5	6.66	83.5	.30	---	---	-*-	-*-	-*-	-*-	---

PREFERENCES OF BLACKS Table 2 (Continued)

RANK	FOOD NAME	ID	MEAN HEDONICS AND RANKS				MAIN EFFECTS IN				TUKEY'S TEST				
			WM	RANK	WF	RANK	BM	RANK	BF	RANK	RACE	SEX	WMWF	WMBM	WFBM
ENTREE PREFERENCES															
6.0	FRIED CHICKEN	45	7.39	27.0	7.19	29.5	7.97	4.0	7.97	8.5	.22	---	---	-*	-*
7.5	BARBECUED SPARERIBS	137	7.37	29.0	7.04	41.0	7.94	5.0	8.09	2.5	.21	---	---	-*	-*
147.0	PORK HOCKS	142	4.68	179.0	4.23	189.0	6.07	119.5	6.37	107.0	.31	---	---	-*	-*
151.0	CHITTERLINGS	30	3.48	195.0	3.59	192.0	6.29	104.0	6.27	110.0	.38	---	---	-*	-*
171.0	BRAISED LIVER WITH ONIONS	8	4.10	190.0	4.50	180.0	5.63	144.0	6.16	118.5	.26	---	---	-*	-*
179.0	BOILED PIGS' FEET	5	3.24	197.0	2.25	199.0	6.08	117.0	5.77	138.0	.49	---	---	-*	-*
143.0	STUFFED GREEN PEPPERS	44	5.18	166.0	5.45	150.0	5.95	125.5	6.26	111.0	.15	---	---	-*	-*
64.5	TUNA SALAD SANDWICH	147	6.38	103.0	6.74	65.5	6.93	49.5	7.19	49.5	.12	---	---	-*	-*

PREFERENCES OF BLACKS

RANK	FOOD NAME	ID	MEAN HEDONICS AND RANKS				MAIN EFFECTS IN				TUKEY'S TEST				
			WM	RANK	WF	RANK	BM	RANK	BF	RANK	RACE	SEX	WMWF	WMBM	WFBM
FRUIT PREFERENCES															
14.5	ORANGES	115	7.04	56.0	7.14	34.0	7.45	12.0	8.10	1.0	.19	---	---	-*	-*
110.0	GRAPEFRUIT HALF (FRESH)	83	5.80	134.0	5.70	136.5	6.18	109.0	7.36	32.0	.20	---	---	-*	-*
71.5	FRUIT COCKTAIL (CANNED)	185	6.65	91.0	6.00	127.5	7.08	36.0	7.40	31.0	.22	---	---	-*	-*
76.0	PEACHES (CANNED)	91	6.40	102.0	6.30	104.5	7.04	39.0	7.27	35.5	.20	---	---	-*	-*
192.0	STEWED PRUNES (CANNED)	167	3.33	195.0	2.97	194.0	5.15	169.0	5.77	129.0	.41	---	---	-*	-*

PREFERENCES OF MALES Table 2 (Continued)

RANK	FOOD NAME	ID	MEAN HEDONICS AND RANKS					MAIN EFFECTS IN					TUKEY'S TEST				
			WM	RANK	WF	RANK	BM	RANK	BF	RANK	RACE	SEX	WMWF	WMBM	WMBF	WFBM	BMBF
ENTREE PREFERENCES																	
52.0	OOMELET	124	7.57	11.0	6.59	82.5	7.00	41.0	6.66	63.5	.16	---	-*-	---	---	---	---
162.5	CREAMED GROUND BEEF	125	6.00	108.5	4.78	172.0	5.42	161.0	3.71	195.0	.24	---	-*-	---	---	---	---
1.0	GRILLED STEAK	182	8.30	1.0	7.83	2.0	8.03	2.0	7.49	25.0	.15	---	-*	---	---	---	---
122.0	HOT TAMALES	151	6.41	84.5	5.91	121.5	6.41	107.0	5.09	161.5	.17	---	-*	---	---	---	---
166.0	CORNED BEEF HASH	35	5.73	138.0	4.67	176.0	5.43	151.5	4.97	169.0	.16	---	-*	---	---	---	---
125.0	HOT PASTRAMI SANDWICH	36	6.29	92.0	5.85	124.0	6.38	108.0	5.07	163.0	.19	---	-*	---	---	---	---
113.C	PORK AND BEANS	66	6.70	83.5	5.71	134.0	6.50	84.0	5.84	137.0	.20	---	-*	---	-*	---	---

PREFERENCES OF MALES

RANK	FOOD NAME	ID	MEAN HEDONICS AND RANKS					MAIN EFFECTS IN					TUKEY'S TEST				
			WM	RANK	WF	RANK	BM	RANK	BF	RANK	RACE	SEX	WMWF	WMBM	WMBF	WFBM	BMBF
OTHER PREFERENCES																	
178.0	FISH CHOWDER	34	5.17	157.0	3.95	188.0	5.69	149.0	4.15	188.0	.26	---	---	-*	---	---	---
145.0	BEER	53	6.28	105.0	4.72	174.0	6.41	98.0	5.01	167.0	.24	---	-*	-*	---	---	---
104.0	STRAWBERRY CHIFFON PIE	67	6.83	58.0	5.67	133.0	6.83	72.0	5.41	146.5	.27	---	-*	-*	---	---	---
190.0	APRICOT PIE	15	4.59	176.5	4.00	186.5	5.39	162.5	3.65	198.0	.23	---	---	---	---	---	---

PREFERENCES OF BLACKS Table 2 (Continued)

RANK	FOOD NAME	ID	MEAN HEDONICS AND RANKS				MAIN EFFECTS IN				TUKEY'S TEST				
			WM	RANK	WF	RANK	BM	RANK	BF	RANK	RACE	SEX	WMWF	WMBM	WMBF
STARCH AND VEGETABLE PREFERENCES															
27.0	POTATO SALAD	112	6.97	62.0	6.96	49.0	7.24	23.0	7.66	16.0	.14	----	----	----	----
84.0	FRIED RICE	12	6.07	120.0	6.50	90.5	6.62	74.5	7.27	35.5	.17	.14	----	----	----
107.0	BUTTERED MIXED VEGETABLES	77	6.06	121.5	5.96	129.0	6.62	74.5	6.49	96.5	.12	----	----	----	----
93.0	COLLARD GREENS	144	5.20	163.0	4.41	181.0	7.26	19.0	7.61	19.0	.50	----	----	----	----
131.0	FRIED OKRA	98	5.33	149.5	4.79	170.5	6.19	116.5	6.31	97.0	.19	----	----	----	----
133.0	SPINACH	57	5.31	157.0	5.71	134.0	6.10	113.5	6.43	104.0	.14	----	----	----	----
162.5	LIMA BEANS	19	5.24	160.0	4.33	185.0	5.66	141.0	5.87	135.5	.19	----	----	----	----
107.0	BUTTERED MIXED VEGETABLES	77	6.06	121.5	5.96	129.0	6.62	74.5	6.49	96.5	.12	----	----	----	----
154.0	BUTTERED PEAS & CARROTS	141	5.20	163.0	4.92	170.0	5.98	123.5	5.72	143.0	.15	----	----	----	----
127.0	CABBAGE	55	4.91	175.0	5.06	164.0	6.43	95.0	7.42	29.0	.37	.11	----	----	----
189.0	COOKED TURNIPS	11	4.33	187.5	2.96	195.0	4.93	168.5	5.17	163.0	.26	----	----	----	----
131.0	COLE SLAW	158	5.50	152.0	5.58	142.0	6.47	90.5	6.12	121.0	.16	----	----	----	----
164.5	CARROT, RAISIN & CELERY SALAD	48	4.11	187.0	4.75	174.0	5.63	152.0	5.85	123.0	.23	----	----	----	----

PREFERENCES OF BLACKS

RANK	FOOD NAME	ID	MEAN HEDONICS AND RANKS				MAIN EFFECTS IN				TUKEY'S TEST				
			WM	RANK	WF	RANK	BM	RANK	BF	RANK	RACE	SEX	WMWF	WMBM	WMBF
DESSERT PREFERENCES															
60.0	POUND CAKE	101	6.69	87.0	6.40	97.0	6.75	63.0	7.55	23.0	.17	----	----	----	----
66.5	SWEET POTATO PIE	61	5.07	168.0	5.19	158.0	8.01	3.0	7.60	20.5	.49	----	----	----	----

PREFERENCES OF FEMALES Table 2 (Continued)

RANK	FOOD NAME	ID	MEAN HEDONICS AND RANKS				MAIN EFFECTS IN				TUKEY'S TEST				
			WM	RANK	WF	RANK	BM	RANK	BF	RANK	RACE	SEX	WMWF	WMBM	WFBM
STARCH AND VEGETABLE PREFERENCES															
28.5	BAKED POTATOES	152	7.14	47.5	7.56	10.5	6.38	102.0	7.72	15.0	.23	---	---	---	---
28.5	BAKED MACARONI & CHEESE	183	6.60	94.0	7.38	16.5	6.85	55.5	7.99	6.5	.23	---	---	---	---
84.0	FRIED RICE	12	6.07	120.0	6.50	90.5	6.62	74.5	7.27	35.5	.17	.14	---	---	---
104.0	STEAMED RICE	25	5.79	135.0	6.62	79.5	6.17	110.5	6.75	76.5	.17	---	---	---	---
122.5	BUTTERED NOODLES	25	5.86	130.0	6.49	92.5	5.61	145.0	6.10	124.0	.13	---	---	---	---
126.0	BROCCOLI	163	5.75	137.0	6.24	109.5	5.41	154.5	6.47	99.5	.14	---	---	---	---
10.0	BUTTERED WHOLE KERNEL CORN	161	7.24	39.0	7.74	4.0	7.40	13.0	7.99	6.5	.17	---	---	---	---
127.0	CABBAGE	55	4.91	175.0	5.06	164.0	6.43	95.0	7.42	29.0	.37	.11	---	---	---
178.0	STEWED TOMATOES	93	4.48	185.0	5.28	154.5	4.75	178.0	5.22	162.0	.12	---	---	---	---

RANK	FOOD NAME	ID	MEAN HEDONICS AND RANKS				MAIN EFFECTS IN				TUKEY'S TEST				
			WM	RANK	WF	RANK	BM	RANK	BF	RANK	RACE	SEX	WMWF	WMBM	WFBM
OTHER PREFERENCES															
82.0	DEVILED EGGS	42	6.17	110.5	7.23	26.5	6.17	110.5	6.87	71.0	.19	---	---	---	---
96.0	VEGETABLE SOUP	85	6.21	108.0	6.55	84.0	6.09	115.0	6.97	58.0	.14	---	---	---	---
61.5	TEA	1	6.45	99.0	7.01	45.0	6.74	65.0	7.10	54.0	.12	---	---	---	---
4.5	TOSSED GREEN SALAD	39	7.41	25.0	7.99	1.0	7.05	38.0	8.07	4.0	.23	---	---	---	---
9.0	PEACHES (FRESH)	52	7.34	30.5	7.66	9.0	7.30	15.5	8.09	2.5	.16	---	---	---	---

Table 3

**Food Preference Differences Associated With Race-Ethnic Background
or Sex Group Membership for which the Strength of Association
Was ≥ 0.20 , the Group Preferring the Food the Most,
and the Corresponding Rank Order of the Food**

Preference Differences Associated with Race-Ethnic Background

ID	Food Name	Strength of Association (Eta) ≥ 0.20	Food Preferred More by *	As Ranked by the Group Preferring the Food
45	Fried Chicken	0.22	B	6.25
137	Barbecued Spareribs	0.21	B	3.75
191	Lasagna	0.21	W	15.75
154	Cornbread	0.30	B	10.0
2	Roast Turkey	0.21	W	25.75
194	Brownies	0.22	W	24.5
61	Sweet Potato Pie	0.49	B	11.75
185	Fruit Cocktail (Canned)	0.22	B	33.5
91	Peaches (Canned)	0.20	B	74.5
144	Collard Greens	0.50	B	19.0
164	Pineapple Juice	0.22	B	62.75
83	Grapefruit Half (Fresh)	0.20	B	70.5
122	Chocolate Pudding	0.20	W	86.75
196	Grits	0.30	B	69.5
55	Cabbage	0.37	B	62.0
142	Pork Hocks	0.31	B	113.25
30	Chitterlings	0.38	B	107.0
48	Carrot, Raisin, & Celery Salad	0.23	B	137.5
47	Lentils	0.31	W	121.75
8	Braised Liver with Onions	0.26	B	131.25
168	Cranberry Juice	0.20	B	149.25
41	Baked Yellow Squash	0.21	W	145.0
5	Boiled Pig's Feet	0.49	B	127.5
11	Cooked Turnips	0.26	B	165.75
167	Stewed Prunes (Canned)	0.41	B	149.0
192	Prune Juice	0.29	B	176.5

Table 3 (continued)

Preference Differences Associated with Sex-Group Membership

ID	Food Name	Strength of Association (Eta) ≥ 0.20	Food Preferred More by *	As Ranked by the Group Preferring the Food
39	Tossed Green Salads	0.23	F	2.5
152	Baked Potatoes	0.23	F	12.75
183	Baked Macaroni and Cheese	0.23	F	11.5
67	Strawberry Chiffon Pie	0.27	M	65.0
66	Pork and Beans	0.20	M	83.75
53	Beer	0.24	M	101.5
125	Creamed Ground Beef	0.24	M	134.75
34	Fish Chowder	0.26	M	153.0
15	Apricot Pie	0.23	M	169.5

*Letters indicate either White (W) or Black (B), or either Male (M) or Female (F).

Table 4

Presented in Table 4 are the 31 foods judged to contain high amounts of fat. Values in the two columns headed by **Main Effects** are eta values and indicate a significant preference difference due to either race-ethnic background or sex group membership. Letters in these columns indicate by which group, either white (W) or black (B) or male (M) or female (F), the food is preferred the most. Values in the column headed by **Interaction** are levels of significance, and letters in this column indicate by which group, either WM, WF, BM, or BF, the food is preferred the most.

Table 4
Results of Analysis of Variance for 36 Foods Containing Fat

ID	Food Name	Main Effects		
		Race	Sex	Interaction
17	Sausage Links			
23	Ice Cream			
26	Buttered Noodles		0.13F	
28	Hot Fudge Sundae	0.16W		
30	Chitterlings	0.38B		
33	Hamburger			0.029WM
36	Hot Pastrami Sandwich		0.19M	
45	Fried Chicken	0.22B		
62	Buttered Carrots			
65	Fried Clams			
77	Buttered Mixed Vegetables	0.12B		
80	Roast Pork	0.13W		
84	Fried Shrimp	0.11*B		0.091BF
98	Fried Okra	0.19B		
103	Boston Cream Pie			
106	French Fried Onion Rings			
110	Milk Shake			
112	Potato Salad	0.14B		
114	Cheese Cake			
126	Milk			0.085WM
128	Potato Chips			
132	Banana Split			0.040WM
137	Barbecued Spareribs	0.21B		
139	Fried Eggplant			
141	Buttered Peas and Carrots	0.15B		
142	Pork Hocks	0.31B		
143	French Fried Potatoes			0.006WM
144	Collard Greens	0.50B		0.060BF
149	Pork Hocks			
154	Corn Bread	0.30B		
161	Buttered Whole Kernel Corn		0.17F	
165	Fried Fish			
179	Buttered Zucchini Squash			
187	Buttered Cauliflower			
190	Bacon, Lettuce & Tomato Sandwich	0.10*W		
193	Doughnuts	0.13W		

*Level of significance is ≤ 0.10 ; all others, ≤ 0.05 .

Table 5

**Mean Preference Ratings and Standard Deviations
for 36 Fatty Foods**

	White Male	White Female	Black Male	Black Female
Means	6.02	5.69	5.89	6.16
Standard Deviations	1.25	1.10	1.17	0.94
Group Sizes	70	70	70	70

higher preference for fatty foods than either BM or WF, and this was largely due to their preference for hamburgers, milk, banana splits, and French fried potatoes.

Food Categories

Given in Table 6 are the results of the analyses of variance that were performed on average scores. The 193 foods were divided into 31 food groups, and the scores for the foods within each group were averaged. Thus a score for a subject for any one food category was the average of his scores on the individual food items making up the food category. The results of the analyses are pertinent to food preferences for food categories. These results are summarized in later tables.

Discriminant Analyses

The results of a discriminant analysis performed on the four groups WM, WF, BM, and BF are given in Table 7. The averaged scores for the 31 food categories were entered into the analysis, and two highly significant functions were derived. The first and strongest discriminated between race-ethnic backgrounds, (χ^2 (36) = 371.23, $p < 0.001$, $r_{\text{canonical}} = 0.52$). The second discriminated between the sexes (χ^2 (32) = 164.57, $p < 0.001$, $r_{\text{canonical}} = 0.43$). One measure of the importance of a discriminant function is the canonical correlation which is interpreted much like eta; the canonical correlation squared is the proportion of variability in the discriminant function that can be explained by the groups. One measure of the importance of a food category as a discriminating variable is the standardized discriminant coefficient. The absolute value of the coefficient represents the relative contribution of the variable to the function in question. Of the foods that discriminated between white and black respondents and that are preferred by whites, the category stews and extended meats is the most important while soups, puddings and other desserts, fresh fruit, and cakes are all less important and make about the same contribution to the function. Of the foods preferred by blacks, the category breakfast cereals and pancakes is about three times as important as the next most important category, fruit drinks and iced tea, and of all the foods regardless of sign, makes the largest contribution to the function. The most important food category for discriminating between males and females is beer, which is preferred by males. Though less important, other food categories that are preferred by males are eggs, short order, and meats. The food category that makes the second greatest contribution is tossed green salads. Tossed green salads along with the less important foods, fruit drinks and iced tea and fresh fruit, are preferred more by females than males.

Significant discriminant functions were also obtained when the analysis was performed first, on the two groups white and black and, second, on the groups male and female, (χ^2 (11) = 217.74, $p < 0.001$, $r_{\text{canonical}} = 0.54$; χ^2 (13) = 153.45, $p < 0.001$, $r_{\text{canonical}} = 0.44$), for white and black respondents and males and females respectively). These results, presented in Table 8, are very similar to those obtained in the four-group analysis, as, for example, the function discriminating between white and black respondents was stronger than that for males and females, and the food categories that were found

Table 6

Results of the analysis of variance performed on scores averaged within each of 31 food categories are given in Table 6. Values given in the columns headed with **Main Effects** are eta values and indicate a significance preference difference due to either race-ethnic background or sex group membership. Letters in these columns indicate by which group, either white (W) or black (B) or either male (M) or female (F), the food was preferred the most.

Table 6

**Results of Analyses of Variance Performed on Scores
Averaged within 31 Food Categories**

	Means	Main Effects						Standard Deviations					
		Race-Ethnic Background			Sex-Group Membership			WM			WF		
		WM	WF	BM	BF	WM	WF	BM	BF	WM	WF	BM	BF
1 Appetizers	6.11	6.34	6.10	6.45	174	155	79	50	0.09F*	1.46	1.54	1.37	1.35
2 Soups	5.84	6.08	5.79	5.78	177	149	62	43		1.62	1.55	1.66	1.49
3 Fruit and Vegetable Juices	5.45	5.75	5.99	5.85	1.56	129	78	42	0.09B	1.82	1.73	1.33	1.72
4 Fruit Drinks and Iced Tea	6.96	7.10	7.48	7.72	219	203	127	75	0.15B	1.77	1.80	1.32	1.36
5 Hot Beverages	6.01	5.85	5.98	6.12	208	187	113	65		1.64	1.71	1.43	1.55
6 Milk Products	5.98	6.09	6.20	5.91	128	119	44	32		1.12	1.25	1.15	.90
7 Carbonated Beverages	5.28	5.34	5.12	5.21	193	188	94	59		1.69	2.03	1.60	1.69
8 Beer	6.61	4.53	6.36	4.93	223	197	128	71	0.31M	2.86	3.09	2.51	3.15
9 Hot Breads and Doughnuts	6.65	6.68	6.88	6.97	198	187	107	63	0.08B	1.45	1.57	1.19	1.31
10 Breakfast Cereals & Pancakes	5.94	6.02	6.70	6.65	150	126	116	68	0.22B	1.50	1.66	1.36	1.42
11 Eggs	7.24	6.97	7.09	6.71	223	198	124	67	0.08M	1.86	1.96	1.54	2.06
12 Breakfast Meats	6.94	6.57	7.13	6.86	226	202	129	70	0.10M	1.57	1.98	1.61	1.56
13 Fish and Sea Food	6.63	6.49	6.81	7.05	174	156	82	52	0.10B	1.61	1.64	1.37	1.64
14 Meats	6.86	6.65	6.63	6.75	148	101	48	32		1.01	1.43	1.00	.99
15 Stews and Extended Meats	6.58	6.38	6.39	6.10	146	105	47	24		1.29	1.49	1.00	1.41
16 Short Order, Sandwiches	6.84	6.57	6.82	6.75	147	93	60	36		1.18	1.48	1.05	1.17
17 Potato & Potato Substitutes	6.70	6.81	6.64	6.74	143	116	52	37		1.18	1.06	.94	.95
18 Green Vegetables	5.79	5.94	5.98	5.95	168	148	67	46		1.69	1.73	1.28	1.46
19 Yellow Vegetables	5.86	6.13	6.04	6.16	136	124	63	39		1.72	1.71	1.51	1.55
20 Other Vegetables	5.41	5.94	5.30	5.60	115	101	45	22	0.14F	1.79	1.79	1.75	1.74
21 Fruit Salads	5.65	5.77	5.52	5.58	195	169	85	57		1.80	1.94	1.77	2.24
22 Vegetable Salads	5.97	6.34	6.09	6.20	210	195	108	71	0.08F*	1.80	1.98	1.55	1.87
23 Tossed Green Salads	6.92	7.44	6.85	7.40	192	177	85	68	0.18F	1.52	1.34	1.57	1.15
24 Fresh Fruit	7.03	7.17	7.13	7.52	200	189	90	59	0.06B*	1.19	1.40	1.23	1.23
25 Canned Fruits	6.60	6.57	7.09	7.03	218	200	117	67	0.14B	1.60	1.64	1.44	1.24
26 Cookies and Brownies	6.50	6.83	6.47	6.40	195	181	105	60		1.64	1.56	1.28	1.43
27 Cakes	6.52	6.65	6.57	6.37	156	147	58	41		1.47	1.55	1.12	1.80
28 Pies	6.96	6.85	6.92	6.64	213	191	115	64		1.66	1.60	1.31	1.66
29 Puddings and Other Desserts	5.89	6.04	5.90	5.32	133	126	50	27		1.45	1.52	1.28	1.61
30 Ice Cream and Sherbert	7.14	6.92	7.11	7.08	208	190	98	59		1.49	1.64	1.28	1.45
31 Snack Foods	6.37	6.37	6.69	212	198	121	70		1.52	1.54	1.52	1.61	

*Level of significance is ≤ 0.10 ; all other, ≤ 0.05 .

Table 7

**Food Categories, Standardized Discriminant Coefficients, and Group Sizes
for the Discriminant Analysis Performed on the
Averaged Preference Ratings of WM, WF, BM and BF**

Function 1 (Race-Ethnic Background)					
Foods Preferred by White Men (N=230) & Women (N=211)		Standardized Coefficient	ID	Foods Preferred by Black Men (N=135) and Women (N=77)	
2	Soups	-0.24	4	Fruit Drinks and Iced Tea	0.23
11	Eggs	-0.13	8	Beer	0.01
14	Meats	-0.09	10	Breakfast Cereals & Pancakes	0.75
15	Stews & Extended Meats	-0.31	16	Short Order, Sandwiches	0.17
24	Fresh Fruit	-0.22	23	Tossed Green Salads	0.02
27	Cakes	-0.21			
29	Puddings & Other Desserts	-0.23			

Function 2 (Sex Group Membership)					
Foods Preferred by White Men (N=230) & Black Men (N=135)		Standardized Coefficient	ID	Foods Preferred by White Women (N=211) & Black Women (N=77)	
8	Beer	-0.62	2	Soups	0.05
10	Breakfast Cereals & Pancakes	-0.02	4	Fruit Drinks & Iced Tea	0.26
11	Eggs	-0.30	23	Tossed Green Salads	0.46
14	Meats	-0.26	24	Fresh Fruit	0.24
15	Stews & Extended Meats	-0.22	27	Cakes	0.19
16	Short Order, Sandwiches	-0.29	29	Puddings & Other Desserts	0.03

Table 8

**Food Categories, Standardized Discriminant Coefficients, and Group Sizes
for the Discriminant Analysis Performed on the
Averaged Preference Ratings of White and Black Respondents
and on the Averaged Ratings of Males and Females.**

Function for the Groups White and Black					
Foods Preferred by Whites (N=441)			Foods Preferred by Blacks (N=212)		
ID	Foods Preferred by Whites (N=441)	Standardized Coefficient	ID	Foods Preferred by Blacks (N=212)	Standardized Coefficient
2	Soups	-0.27	3	Fruit & Vegetable Juices	0.19
15	Stews & Extended Meats	-0.34	4	Fruit Drinks and Iced Tea	0.23
21	Fruit Salads	-0.15	10	Breakfast Cereals & Pancakes	0.70
24	Fresh Fruit	-0.20	16	Green Vegetables	0.18
27	Cakes	-0.18			
29	Puddings & Other Desserts	-0.22			
30	Ice Cream and Sherbert	-0.20			
Function for the Groups Male and Female					
ID	Foods Preferred by Males (N=403)	Standardized Coefficient	ID	Foods Preferred by Females (N=307)	Standardized Coefficient
3	Fruit & Vegetable Juices	0.24	4	Fruit Drinks and Iced Tea	-0.18
8	Beer	0.60	6	Milk Products	-0.18
11	Eggs	0.25	7	Carbonated Beverages	-0.17
12	Breakfast Meats	0.23	9	Hot Breads and Doughnuts	-0.21
14	Meats	0.26	22	Vegetable Salads	-0.20
16	Short Order, Sandwiches	0.25	23	Tossed Green Salads	-0.42
			24	Fresh Fruit	-0.19

to discriminate between white and black respondents and males and females as well as their relative importance tended to be the same.

Number of Differences Attributable to a Factor

Data from Tables 2 to 6 are summarized in Tables 9 and 10. Given in Table 9 are the number and percent of preference differences that were due either to race-ethnic background or sex group membership. Preference differences were found for 44.6% of the 193 foods, and 61 (70.9%) of the differences were associated with race-ethnic background, and 25 (29.1%) were associated with sex group membership. Note that a greater number of preference differences were due to race than sex in the case of fatty foods as well as nonfatty foods and that the difference was greater for fatty foods than nonfatty foods. Avowed food preference differences did exist among the four groups, and there were more differences associated with race-ethnic background than sex group membership.

Food Preference Percentages by Group

The percent of foods preferred more by white respondents than black respondents and the percent preferred more by black respondents than by white is given in Table 10. This table is addressed to the question: Did one group prefer more a greater number of foods than another? As indicated, there were 61 preference differences associated with race-ethnic background, and 62.3% of the 61 foods were preferred more by black respondents than by white, while 37.7% of the foods were preferred more by white respondents than black. Notice that a greater number of the foods were preferred more by blacks than whites in the instance of fatty foods and nonfatty foods, and that the difference between the number of foods preferred more by blacks and the number of foods preferred more by whites is greater in the instance of fatty foods. Also note that all 6 of the food categories for which significant preference differences were obtained were preferred more by black respondents. Black respondents indicated a greater preference for more foods than did the white respondents.

No clear difference emerged between males and females. Though females tended to prefer more a greater number of individual food items, males indicated a greater preference for 3 food categories, while females indicated a greater preference for 2.

Preferences for Food Categories

Information taken from Tables 2 to 8 is summarized in Table 11. The table is intended to indicate those food categories, as opposed to individual food items, that are preferred more by one group than by another. Results of the analyses of variance performed on ratings of individual food items is given in the first, second, and fourth columns. Note that the results given in Table 2 and that are summarized in the second column of Table 11 were based on group sizes that were approximately equal. An analysis of variance was also performed on the responses of all the respondents who participated in the study. The results of this analysis are summarized in the first column of Table 11.

Table 9

The Number and Percent of Significant Preference Differences Associated with Either Race-Ethnic Background or Sex Group Membership for All Foods, Fatty Foods, Non-Fatty Foods, and Food Categories

		All Foods	Fatty Foods	Non-Fatty Foods	Food Categories
Significant Differences Associated With Race-Ethnic Background	Number Percent	61 70.9	13 81.2	48 68.6	6 54.5
Significant Differences Associated with Sex Group Membership	Number Percent	25 29.1	3 18.8	22 31.4	5 45.4
Total Number of Significant Differences Total Percent		86 100.0	16 100.0	70 100.0	11 100.0

Table 10

The Number and Percent of Foods Preferred More by Either White or Black Respondents or Male or Female Respondents for All Foods, Fatty Foods, Non-Fatty Foods, and Food Categories*

	All Foods for Which Differences Were Significant	Fatty Foods for Which Differences Were Significant	Non-Fatty Foods for Which Differences Were Significant	Food Categories for Which Differences Were Significant
Foods Preferred More by White Respondents				
Number of Foods	23	3	20	0
Percent of Total Number of Foods	37.7	23.1	41.7	0.0
Foods Preferred More by Black Respondents				
Number of Foods	38	10	28	6
Percent of Total Number of Foods	62.3	76.9	58.3	100.0
Total Number of Foods Total Percent	61 100.0	13 100.0	28 100.0	6 100.0
Foods Preferred More by Males				
Number of Foods	11	1	10	3
Percent of Total Number of Foods	44.0	33.3	45.4	60.0
Foods Preferred More by Females				
Number of Foods	14	2	12	2
Percent of Total Number of Foods	56.0	66.6	54.6	40.0
Total Number of Foods Total Percent	25 100.0	3 100.0	22 100.0	5 100.0

*All preference differences significant at or below the 0.05 level.

Table 11

Given in Table 11 are preference differences for food categories as determined by analyses of variance for individual food items and food categories and as determined by discriminant analyses. Presented in the first four columns are results of the analyses of variance. Asterisks in either of the first two columns indicate that more foods were preferred more by one group than by another as determined, respectively, by either the analyses of variance based on all respondents or on approximately equal group sizes. An asterisk in the third column reflects a preference difference for a food category as indicated by the analysis of variance performed on hedonic ratings averaged within the food category. An asterisk in the fourth column indicates that the strength of relationship between one of the factors, either race-ethnic background or sex-group membership, and ratings for at least one food within a food category was 0.20 or greater. Finally, an asterisk in one of the last three columns indicates a greater preference was exhibited by one group than by another for a food category as indicated by one of three discriminant analyses.

Table 11

Preference Differences for Food Categories as Determined by Analyses of Variance for Individual Food Items and Food Categories and Discriminant Analyses

		Analyses of Variance				Discriminant Analyses			
		More Foods Within A Category Were Preferred More by One Group Than Another		Scores Averaged Within 31 Food Categories		Strength of Relationship For At Least One Food In Equal Groups Analysis ≥ 0.20		Two Groups Males & Females	
ID	Food Preferred By Whites	All Respondents	Approx. Equal Groups	Within 31 Food Categories	Avg.	For At Least One Food In Equal Groups Analysis ≥ 0.20	All Groups	Groups Whites & Blacks	
2	Soups	*	*	*	*	*	*	*	
15	Stews & Extended Meats	*	*	*	*	*	*	*	
29	Puddings & Other Desserts	*	*	*	*	*	*	*	
	Foods Preferred By Blacks								
3	Fruit & Veg. Juices	*	*	*	*	*	*	*	
4	Fruit Drinks & Iced Tea	*	*	*	*	*	*	*	
9	Hot Breads & Doughnuts	*	*	*	*	*	*	*	
10	Breakfast Cereals & Pancakes	*	*	*	*	*	*	*	
18	Green Vegetables	*	*	*	*	*	*	*	
24	Fresh Fruit	*	*	*	*	*	*	*	
25	Canned Fruit	*	*	*	*	*	*	*	

Table 11 (continued)

Analyses of Variance

Discriminant Analyses

ID	Foods Preferred By Males	More Foods Within A Category Were Preferred More by One Group Than Another			Food Categories That Discriminated Among Or Between Groups			Strength of Relationship For At Least One Food In Equal Groups			Two Groups			Two Groups			Males & Females		
		All Respondents	Approx. Equal Groups	Categories	Scores Averaged Within 31 Food Categories	All Groups	Analysis ≥ 0.20	Within 31 Food Categories	For At Least One Food In Equal Groups	Analysis ≥ 0.20	All Groups	Analysis ≥ 0.20	Within 31 Food Categories	For At Least One Food In Equal Groups	Analysis ≥ 0.20	All Groups	Analysis ≥ 0.20	Within 31 Food Categories	
8	Beer	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
11	Eggs	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
12	Breakfast Meats	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
14	Meats	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
15	Stews & Extended Meats	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
16	Short Order Sandwiches	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
28	Pies	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
Foods Preferred By Females																			
1	Appetizers	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
17	Potato & Potato Substitutes	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
18	Green Vegetables	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
20	Other Vegetables	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
22	Vegetable Salads	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
23	Tossed Green Salads	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
24	Fresh Fruit	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

An asterisk in the first column of the table indicates that there was a difference between the number of foods preferred more by one group and the number of foods preferred more by another group as indicated by the analysis using all respondents. Differences ranged between one and five foods. Similarly, an asterisk in the second column indicates more foods were preferred more by one group than another as indicated by the analysis using approximately equal group sizes. In the analysis using all respondents, for example, the difference between the number of soups (first row) preferred more by white respondents and the number of soups preferred more by black respondents was 3, suggesting that the white respondents preferred a greater variety of soups than black respondents. Asterisks in the third column indicate significant preference differences existed between groups for food categories as indicated by the analyses of variance performed on scores averaged within the 31 food categories. The first asterisk in column three, for example, indicated that on the average black respondents tended to prefer fruit and vegetable juices more than white respondents. An asterisk in the fourth column indicates that for the analysis of variance using approximately equal group sizes, the strength of relationship between one of the two factors and ratings for at least one food within a category was at least 0.20. The asterisks in the last three columns indicate those food categories that functioned to discriminate between or among groups. Reported in the first of the last three columns are results from the four-group analysis; in the second, are results from the white and black analysis; and results from the male and female analysis are in the last column. The first asterisks in the fifth and sixth columns, for example, indicate that white respondents preferred soups more than black respondents.

In all, Table 11 provides seven indices of group preference for food categories, and we reasoned that the greater the agreement that was obtained across the several analyses within a particular food category, the more likely that a food category was preferred more by one group than another. We can, for example, be more confident in the statement that males more than females preferred beer than in the statement males more than females preferred stews and extended meats. Noting that the strength of the relationships between a factor and our measures of preferences for food groups varied with the food group, we found that while white respondents seemed to have preferred soups, stews, and puddings, black respondents preferred fruit drinks and juices, though not tomato juice, hot breads, cereals, some vegetables, and fresh fruit and canned fruits. Males were found to have preferred beer, eggs, meats, and pies while women were found to have preferred appetizers, potatoes, vegetables, salads, and fruit.

Styles of Cooking

From among 18 types of specialty foods, or types of cooking, respondents were asked to select the three they liked best. The rank order of the specialty foods by percent of total number of selections for the four groups and all respondents is given in Table 12. Among the specialty foods that were selected as being liked the best, WM and WF selected more often than did BM and BF Italian food ($X^2 (3) = 59.18, p < 0.001, \eta = 0.25$), general American style food ($X^2 (3) = 71.68, p < 0.001, \eta = 0.30$), and Mexican food ($X^2 (3) = 20.96, p = 0.001, \eta = 0.15$). In contrast, BM and BF selected soul food

Table 12

**Rank Order of 18 Specialty Foods by Percent of Total Number
of Selections Per All Respondents WM, WF, BM, and BF**

All Respondents			
Rank	Specialty Food	Percent of Total No. of Selections	Number of Selections
1.5	General American Style	15.2	295
1.5	Sea Food	15.2	295
3	Italian	12.2	237
4	Mexican	10.9	211
5	Soul	9.3	181
6	Fast Foods	8.6	166
7	Chinese	8.4	164
8	Southern	5.7	110
9	Natural Foods	3.5	68
10	German	2.1	41
11	Japanese	1.7	33
12	Vegetarian	1.6	30
13	French	1.4	28
14	Spanish	1.3	26
15.5	Jewish	0.8	16
15.5	Other	0.8	16
17	Polish Eastern European	0.7	14
18	Greek	0.5	9

Table 12 (continued)

White Males

Rank	Specialty Food	Percent of Total No. of Selections	Number of Selections
1	General American Style	19.6	136
2	Italian	14.7	102
3	Sea Food	14.5	101
4	Mexican	12.5	87
5	Fast Foods	8.2	57
6	Chinese	6.8	47
7	Southern	5.6	39
8	Natural Foods	3.7	26
9.5	French	2.7	19
9.5	German	2.7	19
11.5	Japanese	1.7	12
11.5	Spanish	1.7	12
13	Polish Eastern European	1.2	8
14.5	Vegetarian	1.0	7
14.5	Jewish	1.0	7
16	Greek	0.9	6
17.5	Soul	0.7	5
17.5	Other	0.7	5

White Females

Rank	Specialty Food	Percent of Total No. of Selections	Number of Selections
1	General American Style	18.4	113
2	Italian	16.6	102
3	Sea Food	15.5	95
4	Mexican	13.2	81
5	Fast Foods	8.8	54
6	Chinese	8.5	52
7.5	Southern	3.3	20
7.5	Natural Foods	3.3	20
9	German	2.9	18
10	Vegetarian	2.6	16
11	Spanish	1.5	9
12.5	Japanese	1.3	8
12.5	Soul	1.3	8
15	French	0.6	4
15	Jewish	0.6	4
15	Polish Eastern European	0.6	4
17.5	Greek	0.5	3
17.5	Other	0.5	3

Table 12 (continued)

Black Males

Rank	Specialty Food	Percent of Total No. of Selections	Number of Selections
1	Soul	29.2	114
2	Sea Food	14.3	56
3	Fast Foods	9.5	37
4	Southern	9.0	35
5	Chinese	7.9	31
6	General American Style	6.9	27
7	Mexican	6.6	26
8	Italian	8.8	22
9	Natural Foods	4.1	16
10	Japanese	2.6	5
11	Other	1.3	5
12	Spanish	1.0	4
14.5	French	0.5	2
14.5	Vegetarian	0.5	2
14.5	German	0.5	2
14.5	Jewish	0.5	2
17.5	Polish Eastern European	0.0	0
17.5	Greek	0.0	0

Black Females

Rank	Specialty Food	Percent of Total No. of Selections	Number of Selections
1	Soul	22.4	54
2	Sea Food	18.3	44
3	Chinese	14.1	34
4	General American Style	7.9	19
5	Fast Foods	7.5	18
6	Mexican	7.0	17
7	Southern	6.6	16
8	Italian	4.6	11
9	Natural Foods	2.5	6
10	Vegetarian	2.1	5
12.5	French	1.2	3
12.5	Japanese	1.2	3
12.5	Other	1.2	3
12.5	Jewish	1.2	3
15.5	German	0.8	2
15.5	Polish Eastern European	0.8	2
17	Spanish	0.4	1
18	Greek	0.0	0

more often than did WM and WF (X^2 (3) = 421.15, $p < 0.0001$, $\eta = 0.68$), selected Southern food more often than did WF, and tended to select it more often than WM (X^2 (3) = 16.97, $p = 0.0007$, $\eta = 0.07$). And BF selected Chinese food more often than any of the other three groups (X^2 (3) = 17.88, $p = 0.0005$, $\eta = 0.13$). Sea food was ranked among the most 3 preferred foods by all groups.

Suggested Menu Changes

Respondents were also asked to indicate how the dining facility could alter their menu in order to aid in personal weight control programs. For each of seven types of food, as, for example, meats, respondents could suggest that more of the food should be served, that fewer foods of a kind should be served, that a greater variety of the food should be served, or that the quantity and variety was "OK as is." The percent of each of the groups who suggested each of the four kinds of changes is given in Table 13.

Regardless of race-ethnic background and sex group membership, respondents tended to more frequently request more meats and drinks, fewer vegetables, and different potatoes. Forty-eight percent of the WF and 39% of the BF suggested a greater variety of breads while the majority of WM and BM requested more bread (X^2 (9) = 21.98, $p = 0.0089$, $\eta = 0.05$). The majority of WM, WF, and BF requested different desserts while BM tended to request more desserts (X^2 (9) = 29.32, $p = 0.0006$, $\eta = 0.17$). Surprisingly, WF as well as WM tended to request fewer salads while the majority of BM and BF requested more salads; the overall chi square, however, was significant at the 0.0952 level (X^2 (9) = 14.85, $\eta = 0.10$).

Almost without exception the menu was not regarded by the majority of respondents in any of the four groups as "OK as is"; across the seven food categories, the average percent of respondents who selected "OK as is" was 18.2.

Prior Findings

Provided in Tables 14 and 15 are the 29 foods that were listed in both the Meiselman (1977)¹⁰ and the present study and for which Meiselman found significant preference differences. Values in the first two columns are mean hedonics for blacks and whites respectively as reported by Meiselman. Values in the second two columns are hedonics that were obtained in the present study. A value in the last column is the strength of association measure and indicates that the mean hedonics that were obtained in the present study were significantly different.

¹⁰See footnote 5.

Table 13

**Percent of WM, WF, BM, and BF Who Suggested Each of Four Types
of Menu Changes for Seven Types of Food***

Types of Menu Changes							Most Frequently Requested
Food Type	Group	More	Fewer	Different	OK as is	N	
Meats	WM	50.6	3.7	42.0	3.7	81	more
	WF	54.1	0.0	38.8	7.1	98	more
	BM	46.4	5.4	41.1	7.1	56	more
	BF	52.9	0.0	38.2	8.8	34	more
Vegetables	WM	31.2	39.0	15.6	14.3	77	fewer
	WF	23.1	48.1	19.4	9.3	108	fewer
	BM	22.4	44.8	10.3	22.4	58	fewer
	BF	21.1	39.5	18.4	21.1	38	fewer
Potatoes	WM	24.7	8.6	35.8	30.9	81	different
	WF	20.4	3.1	55.1	21.4	98	different
	BM	19.6	7.1	50.0	23.2	56	different
	BF	21.6	5.4	48.6	24.3	37	different
Breads	WM	34.2	11.8	32.9	21.1	76	more
	WF	35.5	1.1	48.4	15.1	93	different
	BM	39.2	13.7	17.6	29.4	51	more
	BF	30.3	9.1	39.4	21.2	33	different
Salads	WM	39.2	41.8	10.1	8.9	79	fewer
	WF	24.3	45.0	22.5	8.1	111	fewer
	BM	47.3	32.7	12.7	7.3	55	more
	BF	34.3	31.4	25.7	8.6	35	more
Desserts	WM	34.6	6.4	38.5	20.5	78	different
	WF	22.2	1.0	41.4	35.4	99	different
	BM	39.6	18.9	24.5	17.0	53	more
	BF	26.5	14.7	32.4	26.5	34	different
Drinks	WM	51.7	15.0	13.3	20.0	60	more
	WF	31.0	23.8	14.3	31.0	54	more/OK as is
	BM	41.3	26.1	13.0	19.6	46	more
	BF	32.3	22.6	19.4	25.8	31	more

*Expected frequencies for some cells is less than 5.

Table 14
Food Preferences of Blacks

ID		Entree Preferences				Strength of Association
		Previous Hedonics		Present Hedonics		
B	W	B	W			
137	Barbecued Spare Ribs	7.65	6.68	8.01	7.21	0.21
5	Boiled Pig's Feet	6.64	3.49	6.36	2.86	0.49
8	Braised Liver with Onions	5.44	4.47	5.89	4.30	0.26
30	Chitterlings	7.13	3.59	6.28	3.52	0.38
165	Fried Fish	6.84	6.31	7.17	6.82	
31	Pork Chop Suey	6.26	5.25	5.93	5.50	
142	Pork Hocks	6.57	4.85	6.22	4.48	0.31
17	Sausage Links	7.07	6.68	6.82	6.76	
147	Tuna Salad Sandwich	6.72	6.36	7.06	6.56	0.12

Vegetable and Starch Preferences

ID		Previous Hedonics		Present Hedonics		Strength of Association
		B	W	B	W	
183	Baked Macaroni & Cheese	6.94	6.46	7.43	6.98	
77	Buttered Mixed Vegetables	6.24	5.90	6.55	6.01	0.12
55	Cabbage	6.31	5.12	6.93	4.98	0.37
19	Lima Beans	5.81	4.72	5.77	4.78	0.19
48	Carrot, Raisin & Celery Salad	4.78	4.29	5.73	4.44	0.23
144	Collard Greens	7.17	4.81	7.44	4.84	0.50
12	Fried Rice	6.39	5.66	6.94	6.28	0.17
196	Grits	6.55	5.10	6.75	5.08	0.30
25	Steamed Rice	6.53	5.47	6.47	6.20	

Dessert and Beverage Preferences

ID		Previous Hedonics		Present Hedonics		Strength of Association
		B	W	B	W	
172	Raisin Pie	4.89	4.42	4.46	4.91	
61	Sweet Potato Pie	7.36	4.53	7.80	5.12	0.49
96	Lemonade	7.21	6.73	7.76	7.24	0.16
164	Pineapple Juice	6.37	5.69	6.82	5.84	0.22
192	Prune Juice	4.59	3.97	4.53	3.03	0.29

Table 15
Food Preferences of Whites

ID		Previous Hedonics		Present Hedonics		Strength of Association
		B	W	B	W	
4	Celery & Carrot Sticks	5.01	5.80	5.94	6.18	
76	Fresh Coffee	5.60	6.57	4.83	5.32	
54	Hashed Brown Potatoes	6.59	7.16	7.08	7.24	
126	Milk	7.60	8.08	7.74	7.94	
178	Tomato Juice	4.97	5.85	4.93	5.77	
39	Tossed Green Salad	6.51	7.15	8.37	7.70	0.15

Of the foods preferred by blacks, statistical significance was obtained in both studies in 74% of the 23 instances. Over all foods, the directions of the differences between means agreed 93% of the time. In both studies, for example, blacks avowed a greater preference for a number of soul foods and green vegetables. Moreover, of the 29 foods for which Meiselman found differences, black respondents indicated a greater preference for 23 or 79% of the foods. In the present study, blacks indicated a greater preference for 62% of the foods. These results are consistent though their explanation is unclear.

Meiselman also found that the classes of cookies, cakes, and pies were preferred more by blacks than by whites. We did not find this. But in agreement with previous findings, we found that the classes of fish and fruit juices were preferred more by blacks than by whites, and that Italian and Mexican foods were preferred more by whites than blacks. A major difference between blacks and whites, reports Meiselman, were preferences for fruit flavored juices and drinks. He found 14 preference differences for fruit juices and drinks. In the present study, black respondents avowed a greater preference for four of the five fruit juices and for lemonade, the only fruit drink listed. These categories were also shown to discriminate between blacks and whites in several discriminant analyses.

Table 15 lists six food preferences of whites of which we were only able to duplicate one. White respondents reported a greater preference for tomato juice in both studies. But the direction of differences between means agreed in five of the cases, and in the instance of milk, white respondents more frequently selected milk during four of the nine meals studied and selected it in significantly greater quantities during three of the meals (chi square tests, $p \leq 0.05$).

Several studies have reported finding male vs. female preference differences. Results tend to be consistent with the present data. Eppright (1950)¹¹ for example, reports that women as opposed to men rated vegetables and fruit higher while men rated milk higher. Kennedy (1958)¹² found that college women indicated stronger preferences for vegetables, and for a breakfast, a higher percentage of women than men requested fruit or fruit juice, and, for a noon meal, more women than men requested salads while more men than women requested meats. Einstein and Hornstein (1970)¹³ report that college women indicated stronger preferences than did college men for vegetables and salads. The latter authors also report stronger female preferences for baked macaroni and cheese and tea.

¹¹ See footnote 6.

¹² See footnote 7.

¹³ See footnote 8.

Leverton (1944)¹⁴ reports that more women than men were "willing to eat often" fruit and vegetables and that more men than women were "willing to eat often" milk. Schuck (1961)¹⁵ also found that more women than men were "willing to eat often" fruit and that more men than women were "willing to eat often" meat.

In an earlier study by Eppright (1946)¹⁶ data is reported indicating that men tended to check as "liked" milk products and meats more often than women, and that women more often tended to check as "liked" vegetables and citrus fruits. Further, the percent of men who checked milk products and meats as "disliked" was smaller. Results were less clear for vegetables and fruits where more college women, though not adult women, than men indicated a dislike for "other vegetables" and fruits. These latter results, however, are not inconsistent with those of Wallen (1943),¹⁷ Hall and Hall (1939),¹⁸ and Smith, Powell, and Ross (1955)¹⁹ who report that when respondents are asked to indicate dislikes, rather than likes, females report more food aversions than males. Only one author, Schuck (1961),²⁰ reports a positive measure, "willing to eat often," indicating that men prefer vegetables more than women. Huenemann, Shapiro, and Hampton (1968),²¹ however, found that men ate more vegetables as well as fruits than women, and Knickrehm, Cotner, and Kendrick (1969)²² failed to find any differences. These results have led some investigators to conclude that it is uncertain whether there are any clear food preference differences between the sexes (Bender, 1976).²³

¹⁴R. M. Leverton. Freshman food likes. *Journal of Home Economics*, 1944, 36, 589-590.

¹⁵C. Schuck. Food preferences of South Dakota college students. *Journal of the American Dietetic Association*, 1961, 39, 595-597.

¹⁶E. S. Eppright. In Committee of Food Research, *Food Acceptance Research* (QMFCI manual 17-9), Washington, 1946, 83-97.

¹⁷R. Wallen. Sex differences in food aversions. *Journal of Applied Psychology*, 1943, 27, 288-298.

¹⁸I. S. Hall and C. S. Hall. A study of disliked and unfamiliar foods. *Journal of the American Dietetic Association*, 1939, 15, 540-548.

¹⁹W. Smith, E. Powell, and S. Ross. Manifest anxiety and food aversions. *Journal of Abnormal and Social Psychology*, 1955, 50, 101-104.

²⁰See footnote 15.

²¹R. Huenemann, L. Shapiro, M. Hampton, and B. Mitchell. Food and eating practices of teenagers. *Journal of the American Dietetic Association*, 1968, 53, 17-24.

²²M. Knickerman, C. Cotner, and J. Kendrick. Acceptance of menu items by college students. *Journal of the American Dietetic Assoc.*, 1969, 55, 117-120.

²³A. E. Bender. Food preferences of males and females. *Proceedings of the Nutrition Society*, 1976, 35, 181-189.

Lautz, Carter, and Ferguson (1940)²⁴ report finding that men tended to select larger amounts of meats, eggs, and milk than women. Guild, Deethardt, and Rust (1972)²⁵ and Stasch, Johnson, and Spangler (1970)²⁶ also found that men consumed more milk than women. Finally, Smith, et al. (1955)²⁷ and Hall and Hall (1939)²⁸ report finding that a higher percentage of women than men dislike beer.

²⁴A. Lautz, C. Carter and S. Ferguson. Meat, seafood, eggs, and milk in self-selected diets of college men and women. *Journal of Home Economics*, 1940, **32**, 615–616.

²⁵L. Guild, D. Deethardt, and E. Rust. Nutrients in university food service meals. *Journal of the American Dietetic Association*, 1972, **61**, 38–41.

²⁶A. R. Stasch, M. M. Johnson, and G. J. Spangler. Food practices and preferences of some college students. *Journal of the American Dietetic Association*, 1970, **57**, 523–527.

²⁷See footnote 19.

²⁸See footnote 18.

Conclusions

1. Orange juice and milk were ranked among the 10 most preferred foods by all groups. Tossed green salad, buttered whole kernal corn, grilled steak, and fresh peaches were ranked among the 10 most preferred foods by at least three of the four groups. The food preferred most by females was tossed green salad. The most preferred food of WM was grilled steak; of BM, orange juice.
2. Some of the strongest food preference differences were for foods that can be called either soul foods or southern foods. Of these foods, barbecued spareribs, fried chicken, cornbread, sweet potato pie, and collard greens ranked among the 20 foods most preferred by black respondents. Strong preference differences between males and females were for tossed green salad, baked potatoes, and baked macaroni and cheese, all of which were high preference foods of women.
3. Black females indicated a greater preference for fatty foods than did white females. Though the difference was not significant, white males rated fatty foods higher than did WF or BM, and this reflected their preference for food items like hamburger, milk, banana splits, and french fried potatoes.
4. A large number of preference differences were found, and of these differences, a greater number was due to race-ethnic background than sex group membership. Preference differences were found for 86 (44.6%) of the 193 foods studied, and 61 or 70.9% of the differences were associated with race-ethnic background, and 25 or 29.1% were associated with sex group membership.
5. Black respondents expressed a greater preference for more foods than white respondents. Of the 61 foods for which preference difference were due to race-ethnic background, 62.3% of the foods were preferred more by blacks than by whites. Of the 6 food categories for which differences were found, all were preferred more by blacks than whites, and blacks expressed a greater preference for more fatty foods than did white respondents.
6. White respondents preferred soups, stews and extended meats, and puddings and other desserts more than did black respondents, and blacks preferred fruit drinks and fruit juices, hot breads, breakfast cereals, green vegetables, fresh fruits and canned fruits more than did white respondents. Food categories that most strongly discriminated between race-ethnic backgrounds were stews and extended meats, which were preferred by whites, and breakfast cereals, which were preferred by blacks.
7. Males preferred beer; eggs, breakfast meats, meats, stews and extended meats, short order, and pies more than did females; and females preferred appetizers, potato and potato substitutes, green vegetables, other vegetables, vegetable salads, tossed green salads, and fresh fruit more than did males. Food categories that most strongly discriminated sex group membership were beer, which was preferred by males, and tossed green salads which were preferred by females.

8. White respondents preferred American, Italian, and Mexican styles of cooking more than did black respondents, and blacks preferred soul and southern foods more than did white respondents. General American style cooking was the most preferred by whites while soul foods were the most preferred by blacks. Sea food was ranked among the most preferred kinds of food by all groups.

9. All respondents requested more meats and drinks, fewer vegetables and different potatoes. White respondents tended to request fewer salads, and black respondents tended to request more salads. The menu was never regarded by the majority of respondents as "OK as is."

10. The food preferences of blacks and whites for 29 foods tended to agree with prior findings. Major consistent findings were the higher preferences of blacks for soul food, green vegetables, and fruit drinks and juices.

11. The food preferences of men and women also tended to agree with prior findings. Results of several studies indicated that women preferred vegetables and fruits more than men, and that men preferred meat and beer more than did women.

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